

SEPTEMBER, 1957

*Mr. J. Taffet*

# PARKERGRAMS

10 SEP 1957

FOR PARKER PEN DEALERS

AK

**INTRODUCING THE  
NEW NON-SKID**

## **T-BALL JOTTER**

If there is one word to describe Parker product development it's "originality". Competitors can never quite second guess on what is coming next from Janesville.

Latest example of Parker surprise products is the T-Ball Jotter, introduced to the nation's press July 31 and announced to the world on the first day of August. While other manufacturers were spending time and money ballyhooing fancy two-toning, silver points and atom-age names, Parker research attacked and conquered the chief consumer complaint against ball point pens—skidding and skipping over slick or oily surfaces.

That's the T-Ball's claim to fame. It's a non-skid writer. Non-skid because of 50,000 microscopic grippers on its porous surface which provide the necessary traction to keep the ball rolling on the smoothest of writing materials—places where ordinary polished steel balls merely slip and slide.

The writing instrument industry tried various methods of fabricating a textured ball, believing it to be the solution to this skipping. It was simple to etch the shiny surface of a steel ball with diamond grit or acid.

(Continued next page)



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But these methods produced an uneven, temporary texture which soon wore smooth or chewed away at the seat of the pen point.

A scientific process known as

“sintering” was what finally produced a true textured ball—the T-Ball. Sintering is a controlled bonding together of particles by using heat. In the T-Ball, over five million uniform microscopic tungsten carbide parti-

cles are bonded together with the resulting structure roughly approximating a sugar cube or a metallic sponge, but with a hardness near diamond-like.

Internally, the T-Ball is a mass of connecting channels, none over 39/1000ths of an inch long. Technicians estimate that the ball in a medium point T-Ball Jotter has 25,000 such veins totaling about 35 feet in length.

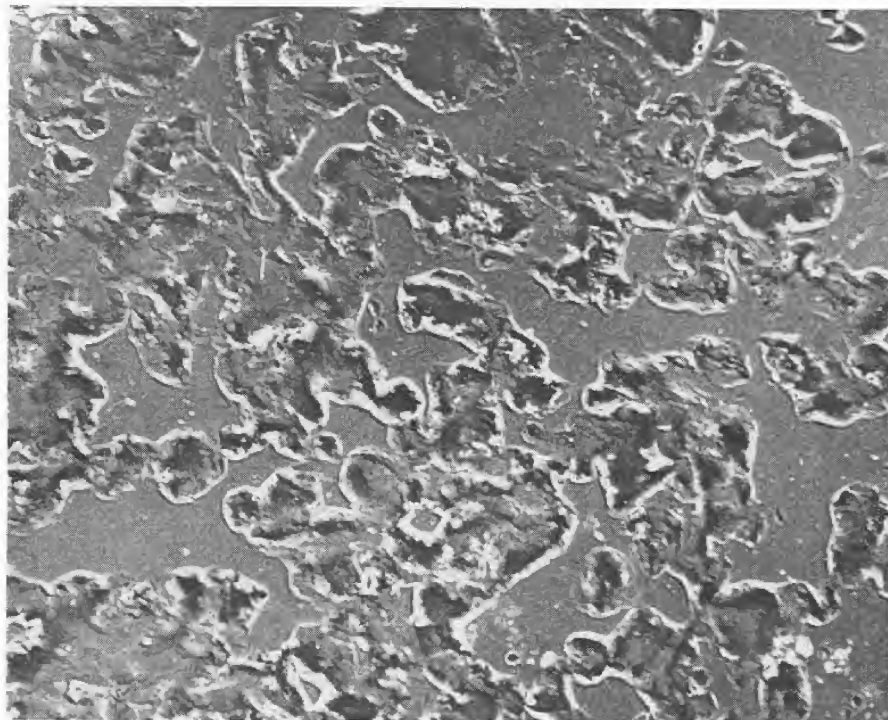
Manufacture of the new T-Ball Jotter got underway about five months ago and has subsequently boomed Arrow Park employment to an all-time peak. Some departments are working three shifts to bring production in line with dealer demand.

Retailer acceptance of the new T-Ball Jotter is nothing short of tremendous. Over 1,000,000 Jotters had been produced by July 17 and they now pour out of Arrow Park at a rate of 35,000 per day.

Key to this warm welcome by dealers, aside from the technical advancement of the porous, non-skid ball, is the fact that Parker upgraded its product while simultaneously downgrading its price. A completely restyled button-actuated model sells for \$1.95 and a new satin-finish all-steel cap-actuated pen sells for \$2.95—one dollar less than previous comparable models.

This is a photomicrograph of the track left by a T-Ball Jotter. Plainly visible are the marks left by the microscopic grippers on the surface of the ball. In all,

there are some 50,000 of these grippers which keep the ball spinning over the slickest of papers, glossy photographs and even grease spots.



## Parker Tells World of T-BALL

The story of the new T-Ball Jotter broke shortly after noon on the last day of July at a press conference held at Toots Shor's in New York City. Some 40 top news media people were welcomed by Dan Parker, executive vice president; John Mack, assistant vice president in charge of domestic sales; Dave Gullett, general sales manager of the Eastern Region; Jim Rich, Eastern Zone manager; and other Parker officials.

At 12:02 Mr. Gullett introduced Parker personnel by title and advised that the program would conclude promptly at 1:30 with an informal session following for those who wished to ask additional questions.

At 12:45, as the press men and women sipped the last of their coffee, patted linen to their lips or lit up king-size filters, Mr. Parker rose and related the story of T-Ball. Among the props designed to aid in this introduction to a non-skid ball point were blow-ups of the product, porous metal cylinders which allowed smoke to pass through, a unique eight-inch model of the T-Ball itself, a short film demonstrating the non-skid properties of the new Parker product and a “write on grease” kit for each newsman.

Nothing is a more powerful convincer than personally “seeing for yourself.” So news media people

greased their own paper, tried masked competitive products (which failed), then wrote cleanly over the slick surface with a non-skid Jotter.

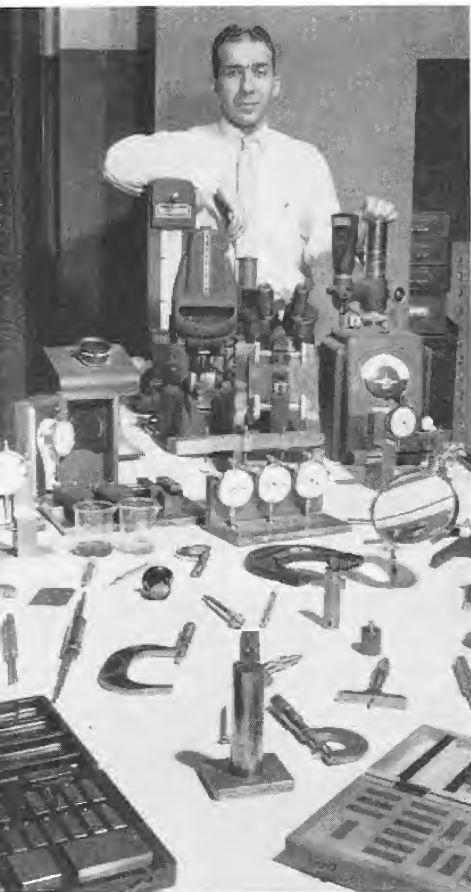
After seeing for themselves, they listened as John Mack outlined marketing plans for this new kind of ball point and showed newspaper advertising and TV storyboard blow-ups. Later, Public Relations Director Richard Holznecht reviewed the contents of press information kits which had been distributed and the conference concluded. Time: 1:30 p.m. as promised.

Ahead for the Parker executives were repeat performances for press and dealers in Philadelphia, Denver, San Francisco and Los Angeles.



CAREFUL, considered detective work isn't confined to big city police forces TV melodramas and Hollywood who-dunits. It is a practical and necessary part of every manufacturing process, assuring constant vigilance against faulty products reaching consumers. It's called . . .

# QUALITY CONTROL at Parker Pen



Chief Inspector Don Miller looks across a few of the tools used in the business of quality control, instruments which help to keep Parker Pen in the position of quality leader of the writing equipment industry.

The man in charge of the detective work at Parker Pen is quiet-voiced Chief Inspector Donald E. Miller. He heads up a force of more than 100 men and women who do all of the interrogation of parts ("We call it inspection," says Miller), arresting from the line those which might offend against the company's reputation for highest quality.

A whole host of variables which individually and collectively affect quality, must be reckoned with by these industrial sleuths. Raw materials purchased from suppliers will vary from lot to lot, thus there is raw materials inspection. Added to this is the human variables—health, attitude toward the work, skill, eyesight, sense of touch and numerous others. Machinery wear will cause variances; temperature, humidity, the composition of coolants and lubricants vary from day to day and hour to hour. All of these have their effect upon quality.

"In any program of quality control," says Miller, "it must be recognized that in quality, as in everything else, there is a law of diminishing returns. As perfection is approached costs rise to disproportionate heights." For this reason Arrow Park inspectors allow a plus or minus variation on almost all manufacturing steps. These plus or

minus variations are called "tolerances" and they represent the permissible range of error or departure from the ideal dimension within which a part or product is to be acceptable.

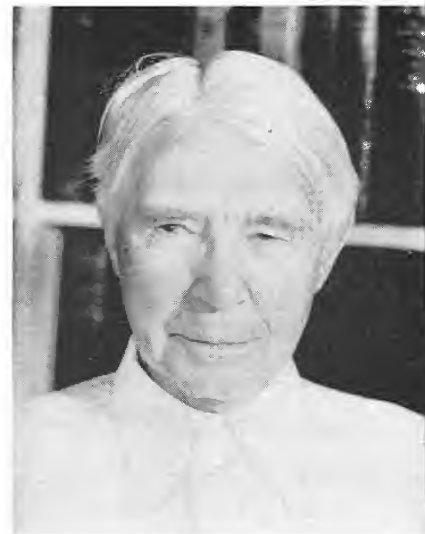
Deciding the degree of perfection to be adhered to is not an easy task. At Parker Pen, representatives of design, engineering, manufacturing, sales and inspection go into many a huddle before a new product—like the Parker 61—is introduced. Designers naturally tend toward absolute perfection and engineers and manufacturing people must search their technological know-how for methods which will come closest to satisfying the designers and also the sales division. For sales is interested in having the best product for the least price! And in the middle of all this is inspection which is seeking tolerances which it knows from experience can be met.

In the conferences between these people, there is much give and take, much compromise, before tolerances are agreed upon.

Once they are, the word of Miller and his industrial detectives is law! Stationed at points where there is the most margin for error, where product faults are most apt to occur, they stand guard over quality. If a part or a finished product does not meet their standards—it will not be passed!



# TWO-PRODUCT ADVERTISING TOPS \$1 MILLION MARK



## T-Ball Jotter, Parker 61 Are Featured

Out of this quiet Wisconsin town, out of the heat of Summer comes the sound of activity. Pen retailers, the press, the nation, have heard this sound of motion before. It came in September of 1956 and it announced the beginning of the Capillary Age of writing—the Parker 61 pen. It came again early in August with news which signaled the end of the ball point writing that skips and slides on glossy surfaces. It sounded the invention of the Parker T-Ball Jotter ball point.

Now, the sound of activity from Janesville heralds a mammoth advertising campaign in support of these two products. From now until Christmas Parker will spend a whopping \$1,115,000 on newspaper, magazine and television advertising.

Item: Five full-page, full-color advertisements scheduled to appear in the *Saturday Evening Post*, *Life* and later *Esquire*. Famous Americans William Holden, Carl Sandburg, Doris Day, Charles Coburn, Bob Hope, each caught in a moment of wonder as the Parker 61 fills itself before their eyes, will be seen by a combined read-

ership of 53,800,000 people. Combined cost for space alone: \$375,000.

Item: Two totally new television commercials prepared and scheduled for 79 major metropolitan markets from now until Christmas. Emphasizing the 61 as a grand gift, each commercial dramatically demonstrates the amazing automatic filling of the capillary 61. Rating points per week for these spots: 50.

Item: New T-Ball Jotter TV commercials prepared and scheduled for the same 79 markets as Parker 61 TV. Shows this new non-skid ball point pen writing easily over greasy paper and glossy photograph. Rating points per week: 50. Individually, the Jotter and the 61 will have bigger audiences than the Ed Sullivan-Steve Allen shows combined. Costs for two-product messages: \$610,000.

Item: School opening newspaper campaign in 113 major metropolitan markets on the very day school opened. Big ads showed dramatic cutaway view of a T-Ball enlarged 100 times. Total cost of space in dealers' local newspapers: \$130,000.

A greasy hand print and the unique ability of the T-Ball Jotter ball point pen to write across it where others fail is the subject dramatically portrayed in Parker Jotter commercials on TV. At far right are some behind the scenes and on-camera shots of the new TV messages on Parker 61. This emphasizes the 61 as a splendid gift because of its newness and complete difference from all other pens.





New Kind of pen even fills itself by itself—this new way

The man is watching something revolutionary happen—his unique new Parker 61 literally drinking up ink all by itself by capillary suction. He has simply removed the barrel cover and set the pen in the ink upside down. In just 10 seconds the pen is full. Now he'll lift the Parker 61 from the ink. No wiping needed because ink can't cling to this special barrel surface. This totally new filling method is just one among many wonders of the Parker 61. It's virtually shock-proof. The moving parts get out of easier. Writes cleanly, clearly, smoothly even when held point up or when high in an airplane. You'll like the classic features of the Parker 61. The distinctive colors, the gleaming caps of precious metals. The Parker 61 Capillary Pen is \$34.00 in most. Visit your Parker Franchised Dealer.



# Parker 61

Capillary Pen

Unlike any pen in this world.

The Parker 61 in the company of five famous people will be seen by millions upon millions of magazine readers between now and Christmas. Each of the famous will be caught in a moment of wonderment as the 61 fills itself. The three shown here are Poet Carl Sandburg, William Holden and Doris Day.



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September, 1957

VOL. XIII NO. 5

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Printed in U.S.A.

# LETTERS

### Hats Off

I am not in the habit of writing letters to firms or newspapers, but I have had what I consider such remarkable service from your products that I feel I should like to tell you about it.

Over two years ago I purchased one of your ball point Jotters. At first I only used it for travelling as I have a Parker 51 which dates from the days of the war ... which has served me well and never needed any repairs. However, since last July first I have been engaged in compiling a book, which has necessitated writing and taking notes steadily for a minimum of eighteen hours each week. I have used only this one Jotter for all of this work and to date I am still operating on the original cartridge. Maybe this is just a normal performance for your product but I consider it almost a phenomenon ... My hat is off to you!

Mary W. Chamberlin  
New York, New York

### Pen 'Miracle'

Just a line to let you folks know how much I appreciate your new Parker 61. The miracle of the pen world ... it is as easy as falling off a log when you fill it with ink—a child can do it—so simple, no mess, no fuss and holds so much it writes for miles.

Robert Hardy  
Anderson, Indiana

### Aftermath

Thank you for the recent adjustment on my Jotter pen ... (with) no quibble whatsoever. Darned if I could conscientiously buy another ball point without asking for a Parker.

H. H. Siverly  
Cayucos, California

# How Parker Takes It on the Cuff Without Taking It on the Nose

by Frank Sutherland  
Credit Manager

Mr. Webster says that credit is time given for payment of goods sold on trust and is based on belief and faith. Whatever definition is used, credit has become an important tool in the distribution of goods throughout our economy. It is the basis of 70 to 80 per cent of all retail transactions (some 40.5 billion dollars is owed by consumers on installment plans, charge accounts and loans), and close to 95 per cent of all wholesale transactions.

The function of any credit administration is service. It provides a vital link in completing the last step of the business cycle—that of converting accounts receivable into cash. Without this last step no business can continue, any more than it can without distribution of its products.

Today's credit manager is subjected to many opposing pressures. On the one hand, competition and high powered selling force loose and risky credit practices. On the other hand, an innate sense of collection difficulties tend to breed super caution. Recently, someone defined excessive drinking as "drinking between drinks". This definition can be paraphrased slightly and applied to credit administrations. In many instances, the credit manager takes risks between risks when called upon to risk money before the results of a previous risk are known.

How then, does Parker's credit manager operate? What are the policies and guideposts he follows in this tremendous job of credit administration?

The primary control takes the form of an over all limitation on bad account losses which is established by company management. This provides a dollar measuring stick over the effectiveness of our credit and collection activity. The limits are justifiably set low. Justifiably because no loss is so complete and final as an uncollectible account.

The second step in providing guideposts for credit management is the formulation of selling terms. Terms of sales must be devised to attain maximum distribution at a minimum of risk. They must adequately provide for dealers' needs, meet competition, increase our total distribution, and yet maintain a flow of cash back to the company.

With these principles in mind and with the benefits of past experience, Parker has developed three basic methods of extending credit. They are:

1. Customary cash terms of 2% 10 days net 30.
2. Seasonal datings.
3. Installments supported by trade acceptances.

The largest percentage of Parker busi-

ness is done on our regular terms of two per cent 10 days net 30 days. This is as it should be. A steady flow of cash on these terms is the company's life blood.

Seasonal datings have been geared to cover the principal selling seasons of the year. They are for dealers of unquestionable credit and intended to assist them in purchasing sufficient stock to cover them for an entire dating period.

The U. S. economy has become accustomed to the use of installments terms. And for many dealers this is the best method of handling purchases covering an entire selling season. They are broad enough to cover almost any situation and if used with trade acceptances, make possible approval of all but a very few orders.

A trade acceptance is a negotiable certificate of indebtedness arising out of a current transaction of merchandise. It has been used in the field of credit for a long time. In many instances, it is a convenience both to Parker and to the dealer.

Once credit policies are established, it becomes the credit manager's responsibility to operate within them with the goal of doing everything possible to increase the company's business through intelligent extension of credit.

## Parker Opens New Office

You miss all of the best golf games and a lot of the best plays. You get your exercise pounding the pavement, and recreation from your job. You see a lot of tough customers, and not as much of your family as you'd like. But your chin rides high because you know it takes a man to sell.

Lloyd Hayes worked up that kind of feeling in the late thirties. Throughout the unpleasantness of the early forties, the conviction grew, and former Lt. Commander Hayes, freshly re-established in a salesman's street clothes, came to Parker in November 1945 to teach others his lively art.

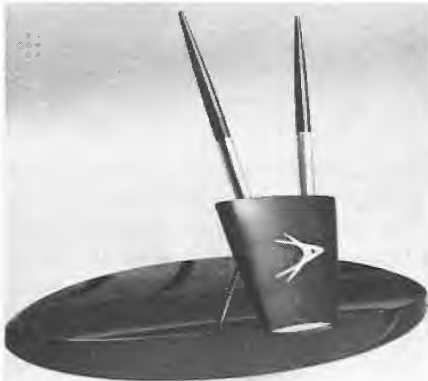
Time passes. Sales Manager Hayes (heading the Midwestern Zone) is recognized for his salesmanship. His Leadership. And then the company decides to open a branch office in the Iowa stronghold of competition.

Mr. Hayes is down there now. When you find yourself in Iowa, drive to the Fleming Building in Des Moines and stop by. You'll have a chance to shake hands with a sales manager who is, heart and soul a salesman.



# WINDOW SHOPPING

## Elliptical Look



Several hundred Jotter elliptical desk bases like the one above have been purchased by Chrysler Corporation as samples of what may be adopted as a dealer gift item. The bases, sent to key company personnel, are equipped with the mark of "The Forward Look", said Russell Livingston, manager of industrial sales for Parker.

## Visitor From Famous-Barr

Miss Dorothy Kerbel of Famous-Barr Department Store in St. Louis, visited in Janesville recently. Miss Kerbel has been associated with pen retailing for a number of years and has always held the desire to see where Parker pens were made. She is shown here with Art Foster talking about the new Jotter desk sets in decorator colors.



The Pen Store, at 201 S. Broadway, Wichita, Kansas, has been newly remodeled and equipped with handsome Windsor floor cases. Windsor cases were selected because it is a simple matter to remove

an item on display without upsetting the rest of the stock. Owner J. W. Lorenz Jr. is shown here with his three clerks who are (from left) Ina Sage, Mary DeVork and Agnes Thiessen.

## Parker Packaging Wins Awards

Parker Pen packaging drew praise and honors recently. The Jotter gift box was awarded first place in National Paper Box Manufacturers Association judging for "superiority of construction." The Parker 41 display box received an honorable mention.

Much of the credit for the awards goes to Sales Production Manager A. B. Southworth, who with industrial designer Dave Chapman, designed the packaging. The rest goes to Dennison Manufacturing Company which produces Parker boxes.

## Top Quacker

Gordon West, a Western Zone account manager for Parker Pen, was recently elected president of a highly regarded professional society of jewelers in the Great Pacific Northwest which calls itself the Evergreen Ducks. West's presidency is a distinct honor and represents recognition accorded him and his company for years of contributions via his professional calling.

## Tear Jerking Business



Customer relations is a specialty with Arthur L. Roy, manager of the Springfield (Mass.) branch of Parker Pen Service, Inc. Customers from whom little had been heard for a period of months were surprised and delighted by the letter reproduced above. Surprised because of the huge plastic "tear" about to roll down over the first paragraph.

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# THE CAPILLARY AGE

In the history of pens which carry their own ink supply, there are but three ages: The Dropper Pen Age, when pens were filled with an eyedropper; the Fountain Pen Age, when they were equipped with levers or plungers which the user operated to fill the pen; and the third, which we are now in, the Capillary Age, when a pen fills itself, by itself.

The Parker 61 is a pen of the Capillary Age and it obsoletes all fountain pens because it does away with the human element in pen filling. Joe Crawley, Parker's Southwestern Zone manager, once said when we and other pen manufacturers were trying desperately to educate the public in the proper ways to fill fountain pens, that we would have trouble with consumers filling until we brought out a pen that would fill itself. We have that pen now.

The 61 of the Capillary Age also eliminates the possibility of mechanical failure, because there is no mechanism.

The approach a clerk should use in introducing a

customer to the Parker 61 is this. After the customer has asked to see a fountain pen and a good quality fountain pen is demonstrated, the clerk should say: "Now I'd like to show you a Capillary Pen—a pen without a mechanism. It fills itself by capillary action and emerges from the ink clean and dry. It is shockproof and it is practically leakproof."



EMPTY

FULL

For the doubting customer who asks how you can tell that ink is being taken in by the 61, there's a fine little demonstration. The filling end of an empty Parker 61 will ride high off the counter when laid on it. When the pen is full, the filling end will drop to the surface, raising the point off the counter (see cut).

## Lower Taxes For Everybody

Everyone in Washington these days seems concerned with high taxes and high government spending. This has happened before but not much ever came of it. That's because what Will Rogers once said about the weather is equally true of taxes: Everybody talks about it, but no one ever does anything about it.

Representative Antoni N. Sadlak, of Connecticut, is one man in Washington who is the exception to the rule. He's busied himself with a plan which would do something about taxes—lower them!

Sadlak isn't a man to go at this problem of taxation indiscriminately swinging an ax. He has devised a system of tax reductions based on the natural growth of our national economy.

According to Sadlak, the U. S. Treasury's income from taxes increases by about \$4 billion each year. His House Bill 6452 would limit this growth in federal income to \$1 billion a year for the next five years. During that same period, the basic rate of tax on personal income would be reduced gradually from 20 per cent which we all pay today to 15 per cent. There would be corresponding downward adjustments in the surtax levels bringing today's rate of 91 per cent down to 42 per cent.

What is true for individuals, under Sadlak's proposed bill, is also true of businesses. Through a series of five annual rate reductions, today's top rate of 52 per cent would be reduced to 42 per cent. This tax saving would give business and industry the additional venture capital it must have to carry out expansion demanded by our rapidly growing economy.

Antoni Sadlak's bill would have a three-fold effect as far as the individual pen retailer is concerned. One: his personal taxes would be reduced substantially. Two: his business tax would be appreciably reduced. Three: his business activity would increase due to the increased purchasing power placed in the hands of consumers through lower taxes.

At its minimum value, House Bill 6452 gives citizens who have been "against" high taxes a sensible, workable plan they can be "for". Certainly, if enough people write to their representatives in congress asking them to support at least the spirit and principle of the Sadlak bill, the effect may surprise everyone—including congress. There's nothing a representative would rather know and act upon than voter support of a positive and constructive course of action to correct a national headache.

